

WJTV, the CBS affiliate in Jackson MS, takes it's commitment to serving the community seriously. Our viewers see our commitment with exceptional news coverage, our community initiative known as "Safe Families", station and individual employee involvement in community events and organizations, the broadcasting of public service announcements, and special programming geared to inform and enlighten our viewers.

WJTV's first priority is our news product. Nine and a half hours of our 24-hour weekday broadcast days are devoted to news programming. Over half of the news programming seen on WJTV is local newscasts that cover local news. When major stories happen that affect our broadcast area, WJTV routinely interrupts regularly scheduled programming to provide extended coverage of events as they unfold. WJTV also responds to the community needs by issuing AMBER alerts when notified by the proper authorities.

Two stories in 2004 that WJTV provided extensive coverage of tragic stories which united our local communities in grief. In February 2004, a Yazoo County family went missing for several days. Several days later, the family was discovered murdered. WJTV broadcast live coverage of updates throughout the search and the discovery of the bodies. Because the station covered the search so extensively, WJTV sought out, and was granted permission, to air a live broadcast of the funeral services of the family. Our station provided the equipment and the personnel for the broadcast, which interrupted network programming. In addition, WJTV made the broadcast available to any other television station in the state that wish to air the funeral.

Another news event that dominated headlines was the passing of former governor Kirk Fordice. WJTV provided extensive live coverage of the state ceremonies honoring the former governor. Again, WJTV took the lead among local television stations by staffing a live broadcast of the state funeral, and made the broadcast available to television stations across the state and to other news organizations across the country.

In both cases, WJTV provided an outlet for viewers to share common grief over two tragic events, and to begin the healing process by broadcasting the funeral services. In both instances, WJTV pre-empted its highest rated programming in order to carry the funeral services.

WJTV also devotes special coverage to local sports stories as well. WJTV pre-empts regular programming to broadcast specials that highlight the start of the local high school football season, specials on local university football teams, and follow local university teams as they play in the national college basketball tournaments and college football bowl games. The station also produces a yearly special on a Professional Golf Association tour event that is played at a local golf venue. WJTV also has paid for the exclusive broadcast rights to Southeastern Conference football and basketball games. This allows us to broadcast local football teams to local fans.

While local news and local sports are of high interest to local viewers, there is no bigger importance to our viewers than our coverage of severe weather that threatens our state. WJTV was the only station in its broadcast area to provide 15-hours of non-stop coverage of the approach and landfall of Hurricane Ivan in September 2004. The station coverage included constant updates of schools and business closings, the path of the hurricane, and live updates from our local reporters at the anticipated location of where the hurricane was expected to hit our state, at cities in the path of the hurricane, and at shelters for the thousands of evacuees from Louisiana, Alabama, and Mississippi.

When severe weather warnings are issued for our local viewers, WJTV alerts viewers quickly. Our local meteorologists are on call 24-hours a day, 7 days a week to warn our viewers. It is station procedure to inform viewers immediately of severe weather warnings, and to pre-empt regular scheduled programming with local weather coverage when a tornado warning is issued until the warning has expired. WJTV provides viewers with on-screen text of the warnings, a map showing the affected counties, and live radar images of the severe storms.

In order to make such extensive local news, weather, and sports coverage available to our viewers, WJTV continues to make huge capital investments in the technology to make coverage happen. WJTV is the only television station in our market with a mobile satellite truck, allowing the station to broadcast live news from anywhere in the state and the country. Our station has the largest amount of mobile microwave live trucks of local television stations to provide the greatest amount of live coverage from within a 50-mile radius from the Jackson area.

WJTV has the largest working television weather lab in the state, which allows our meteorologists instant access to immediate weather conditions from anywhere in the world. In 2004 alone, WJTV invested hundreds of thousands of dollars to purchase the newest, most accurate weather forecasting system available. In addition, the station also purchased the most powerful local weather radar system made. WJTV also upgraded its existing weather warning system to provide even faster, more accurate warnings for our viewers.

The news coverage of WJTV does not just react to events. Our station is also proactive in helping to inform viewers.

When it comes to informing the viewers on local government, viewers know they can turn to WJTV. Our station has sponsored live coverage of local candidate debates, live inaugurations of Jackson's first black mayor since Reconstruction, the swearing-in ceremonies of new governors, and the State of the State address from our state's governor. When elections are held locally, WJTV pre-empts prime time network programming to provide extended coverage of election results. Our coverage routinely includes analysis of election results from local, non-partisan political experts so that our audience can get a better understanding of the election's outcome on their lives. During the November 2004 election season, WJTV has given 2 minutes of free airtime to local candidates and groups for/against issues on the ballot. A week was devoted to broadcasting these messages. Viewers were made aware of the messages through advanced promotions. Viewers could even watch the messages on our website, wjtv.com.

In 2004 alone, WJTV news also exposed a serious flaw in the reporting of convicted sex offenders. In a series of special reports, our news uncovered more than two dozen convicted sex offenders had broken the law by not making their personal information available on the state's official sex offenders website. As a result, one local sheriff took action so that all of his county's sex offenders posted their information. Our reports pushed the head of the Mississippi Department of Public Safety to issue orders to state agencies to ensure that the sex offenders web site was up to date. Even one state senator sought to introduce legislation correcting the problems that the station's reports brought to light.

Another recent area where WJTV's news coverage created local impact was special news coverage of local gang activities. Our continuing coverage of the crimes committed, its impact on the people living in the areas of gang activity, and the frustration of public with local police, helped move the gang problem onto the agenda of the Jackson City Council. One Jackson city councilman convened a public meeting in his ward to address the problems. The Jackson city council issued a public proclamation recognizing WJTV for its coverage.

WJTV covers the local news that matters to local viewers. Our news investigates crime issues to create positive change. The station has made, and continues to make, monetary investments in the technology to improve our news coverage and the accuracy of our severe weather warnings.

In addition to our on-air broadcast, WJTV has established our website, wjtv.com, as another outlet for local news information. News stories are posted for web site visitors to read. Video and audio clips of the top news stories are available for viewers to watch whenever they choose.

Our broadcast stories include mentions of our website so that viewers can access important information. For example, during our special coverage about sex offenders, our website prominently featured a link to the state's website so that a user could have instant access to see if a sex offender lives nearby. During a special series of reports about dangerous bridges in our area, our website featured a link that gave the entire list of bridges in need of repair so that a user could see if they drove over one of the dangerous bridges.

The website also features additional information not included in the on-air stories about the subjects of news stories. The site also features helpful links to other websites of interest, including other media outlets for news, including CBS News, CNN, and Jackson's Clarion Ledger newspaper.

WJTV.com isn't just for one-way communication to the computer user. The station uses it as a tool for local citizens to voice their opinion to the station. Users can voice their opinion on issues of the day through daily web poll questions. For ongoing stories of interest, our station allows viewers to write their thoughts about the stories. For example, the station received over 1100 messages of inspiration and hope for the safe return of Thomas Hamil, a local Mississippian who was captured by, and subsequently escaped from, Iraqi militants. The station received similar volumes of messages addressed to the Hargon relatives, as well as remembrances of Governor Fordice.

The website also gives viewers the opportunity to voice their opinion about WJTV programming, leave a message for the station General Manager and/or department heads, and even register for free giveaways from the station. In addition, viewers can learn about the station policy on children's programming, HDTV, and view our EEO Public Report.

Clearly, WJTV news devotes a tremendous amount of broadcast airtime, financial resources, and human work hours to ensure that our viewers receive the most timely, accurate, and complete news, weather, and sports coverage.

Yet WJTV serves our local audience in many other ways outside of regularly scheduled newscasts, extended coverage, and special programming. WJTV routinely produces and airs announcements all throughout the broadcast day that specifically address issues of crime, consumer fraud, and medical/health. These all represent just a

fraction of the station's overall commitment to the safety of our local audience. The commitment is known as "Safe Families."

Since its inception two years ago, "Safe Families" has played a huge role in the station. WJTV produces and airs alerts that warn the audience of escaped convicts, people sought by the police for crimes, unsafe products that have been recalled, medical outbreaks in the area, and health threats. In addition, Safe Families also includes monthly tips on what local viewers can do to stay safe from ongoing threats such as West Nile Virus, identity theft, and the flu. In just the last two years, WJTV has produced and aired nearly 100 different alerts or tips on these issues of safety, amounting to millions of dollars in airtime allocated for these messages meant to protect local viewers. "Safe Families" alerts and tips are also available for viewers to see anytime they wish on a special "Safe Families" section of our website.

As an ongoing part of "Safe Families," WJTV has partnered with a local non-profit hospital, Methodist Rehabilitation Center, to hold events in the community that help protect the health of our citizens. Among the health screenings the station has helped provide include several free stroke screenings, vision screenings, and cholesterol screenings. WJTV and Methodist also work together to hold safety presentations in local schools, restaurants, and at other community events.

WJTV works with the Mississippi Secretary of State's office and the Better Business Bureau to hold a daylong seminar on consumer fraud and identity theft prevention. Called "Scam Jam," the event is attended by hundreds of people, and is in its 4th year.

WJTV seeks out partnerships with deserving organizations that help improve our communities by not only promoting events on-air, but to provide volunteers for the events and serve in positions of leadership with organizations. WJTV employees serve organizations such as Friends of Jackson Zoo, Mississippi Safe Kids, Metro Jackson YMCA, American Heart Association, Friends of Children's Hospital, Mississippi Association of Broadcasters, Make A Wish, and others.

In addition to serving as board members, many of the WJTV employees continue to volunteer their time for individual events. Employees have acted as guest conductor for the local symphony, auctioneers at celebrity fundraisers, celebrity ice cream scoopers, emcees at numerous events, hospital volunteers, guest speakers, guest readers at local schools and libraries, and professional baseball game guest announcers. And at least once a year, the employees of WJTV roll up their sleeves for the station's annual blood drive.

WJTV continues to be a proud sponsor of our adopted elementary school, Key Elementary School in Jackson. For more than 20 years, WJTV enjoyed our relationship with Key students, as station employees serve as judges for school contests, special speakers for classes, and provide financial support for the purchase of school supplies.

At the station core is a commitment to work with local organizations to raise money for worthy causes. The American Cancer Society has consistently recognized WJTV for the station's support of their yearly "Relay for Life" event. For the past two years, the Cancer Society awarded WJTV as "the most outstanding television partner in the Southern region" for the station's involvement. The station continues ongoing support of Diabetes Foundation of Mississippi, American Heart Association, Ballet Mississippi, Mississippi Safe Kids, and many other organizations.

In addition to promoting organizations' events, WJTV has helped create their own charitable events. For example, in April 2004, WJTV held a charity softball game against local radio stations for the American Cancer Society. Also, WJTV held a fundraiser at a local grocery store for victims of Hurricane Charley, raising over \$2000 in just a 9 hours period.

WJTV is proud to be the Jackson area television station to be affiliated with the Children's Miracle Network. The beneficiary of our efforts is the Blair Batson Hospital for Children in Jackson. Batson Hospital is the state's only hospital designed and operated exclusively for the treatment and care of children. For the past seven years, WJTV has hosted the annual CMN fund raising telethon, helping raise millions of dollars for the hospital. The station also sponsors the hospital's annual "miracle home" fund raiser, and helps participate in an annual radiothon hosted by the local CMN affiliate radio stations.

WJTV also seeks to help bring popular and cultural events through sponsorships and on-air publicity. The station has produced 30-minute programs about several exhibits that were held in Jackson, including Versailles, France, St. Petersburg, Russia, and Spain. The station has also helped bring a professional soccer exhibition game to the Jackson area. Because of the station's sponsorship of the event, the turnout far exceeded all expectations from the professional soccer league. The station helps publicize Ballet Mississippi's annual performance of "The Nutcracker," the Jackson Junior League's annual fundraiser known as "Mistletoe Marketplace," the regional art/musical weekend "Jubilee Jam," and the fundraising area event that is "Mal's St. Paddy Day Parade."

WJTV Jackson is proud to be a part of the central Mississippi area. We strive everyday to bring our viewers the best local news, entertainment, and sports programming. As a station, we work to improve the community through station sponsorships, creating local events, giving our time through volunteerism, and providing the information and the means to keep our viewers safe.